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U. S. DEPARTMENT OF AGRICULTURE

Style in Landscaping

3 DEFINITE STYLES

There are only three types of landscaping. The design your home should have depends upon the architecture, location, size of property and *your mode of life*. Swain Nelson have been the country's leading consultants for eighty-three years.

TYPES OF PLANTS CHANGE

Just as fashions in dogs change, so do styles in landscaping. Many a beautiful home is "dated" by its shrubbery. Observe this yourself the next time you are driving. Then look at the landscaping about your own home *with the eye of a stranger*. Just as a house sometimes needs a coat of paint, so do lawns. We are expert "lawn painters."

FORMAL



● Formal Gardens are traditional with almost every race the civilized world has known. The ancient Egyptians cultivated them before the invention of paper. Archaeologists found them beneath the ruins of Pompeii. Today they dignify public buildings in almost every Capitol in the world.

A Formal Garden is even more effective on a small piece of ground than it is on a huge estate — because every square foot of space is utilized in the design. No land is “wasted” building up backgrounds. And the nicety of detail is brought out to the fullest extent.

NATURALISTIC



One of the most difficult landscaping effects to achieve is the Naturalistic Garden. Properly planned, it looks as though Nature had been especially kind to you, scattering just the right shrubs and plants to look like the most beautiful woodland bower.

The Naturalistic Garden requires the least care but it must be scientifically planned to prevent a few short seasons from turning a thing of beauty into a tangled underbrush.

CONTEMPORARY



● The latest vogue in landscaping is the Contemporary Garden. It is neither Formal nor Naturalistic, but a judicious use of some of the basic principles of each.

Flagstones, for instance, take neither the form of the carefully laid mosaic of the former nor the casual stepping stone placement of odd shaped pieces as in the latter. Matched stones are laid in curves. The effect is not startling but entirely new. The plants are somewhat similar in character — some are allowed to run riot in growth and others are kept formally trimmed. It is Tomorrow's landscaping Today.

Your Landscape

The landscaping around *your* home should be whatever will set off *your* house to the greatest advantage, giving at the same time, the type of an Outdoor Livingroom that fits *your* needs.

Design

. . . The staff of experienced landscape architects at Swain Nelson are at your service — to work with you in creating a landscape design especially for *your* grounds that will be different than any in existence today. This service is available regardless of the amount of land you wish designed — from one bush to a farm.

Execution

. . . If, after studying the diagrams and drawings and lists of specifications and costs which the Swain Nelson landscape architects submit, you decide to transform your grounds into the wonderland pictured, the Swain Nelson landscape gardeners go into action. The plants used will be the pick of the only \$4,000,000 nursery in the Mid-West. The transplanting methods used will be proved by the experience gained during the eighty-three years Swain Nelson has been the largest landscape firm in this part of the country.

And every Swain Nelson landscape is **GUARANTEED** for **TWO YEARS**. Your risk is entirely eliminated.

●

"THE FINEST LANDSCAPING FOR FOUR GENERATIONS"

The original design and landscaping for Lincoln Park was done by Swain Nelson.

During the past eighty-three years Swain Nelson has landscaped great estates in almost every State in the Union.

Your own great grandfather's home was undoubtedly landscaped by Swain Nelson before the Civil War.

Send the enclosed card TODAY for the finest there is — at practical prices.

LANDSCAPING COSTS

Swain Nelson landscapes are placed on terms similar to those used by Marshall Field — three months, six months, and one year.

SWAIN NELSON & SONS CO.

Glenview 87

GLENVIEW, ILLINOIS

Rogers Park 1964



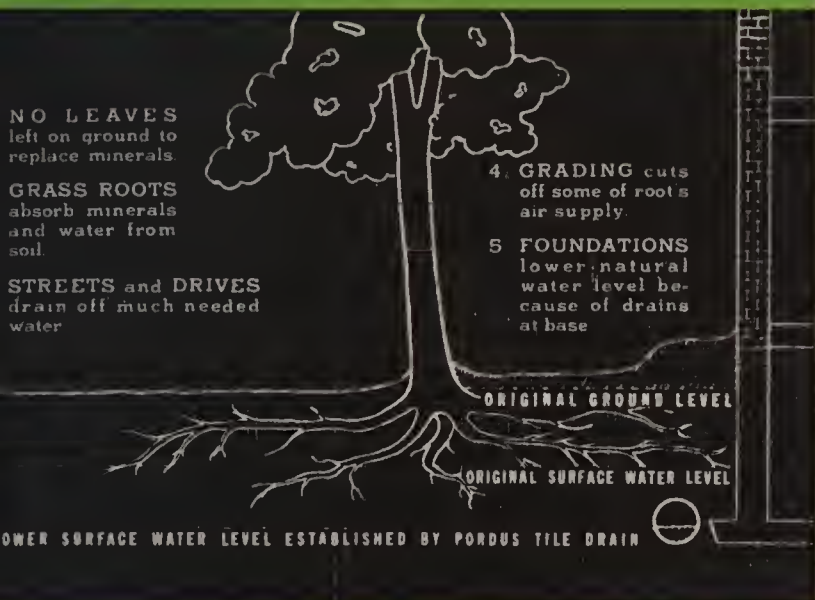
Tree Surgery



HOW TRIMMING BEAUTIFIES TREES



SKILLED WORKERS IN ACTION



WHY TREES NEED FEEDING

Trees are frequently far more valuable than the land upon which they stand.

Trees are priceless possessions—passed on from one generation to the next like heirlooms.

And a sick tree is just as much in need of a doctor as a sick person.

Only wilfull vandals will hurt a tree, but many of us are doing as bad through neglect. Only a tree surgeon with years of training and experience can correctly and successfully treat and trim and guard the living beauty of your trees.

Swain Nelson's famous staff of tree surgeons is at your service. Whenever there is the slightest suspicion of all not being well with one of your trees phone Glenview 87 or Rogers Park 1964 and we will send an expert for a complete diagnosis—gratis, of course. Or, better yet, just ask to be put on the list for an annual free checkup of your trees.

FIRST CLASS
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Glenview, Ill.

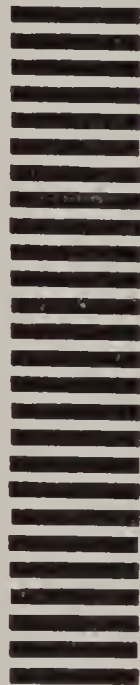
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SWAIN NELSON & SONS CO.

GLENVIEW, ILLINOIS



MAIL THIS CARD TODAY!

Please send me additional information on your landscaping service.

SWAIN NELSON & SONS CO.
Glenview, Illinois

Gentlemen: Send information on:

- | | |
|---|--|
| <input type="checkbox"/> Remodeling my grounds | <input type="checkbox"/> Outdoor Fireplace |
| <input type="checkbox"/> Relocating trees now on my grounds | <input type="checkbox"/> Mosquito Lamp |
| <input type="checkbox"/> Evergreens and flowering trees | <input type="checkbox"/> Stone Terrace |
| <input type="checkbox"/> Wall Garden | <input type="checkbox"/> Rock Garden |
| <input type="checkbox"/> Ground cover for shaded spots | <input type="checkbox"/> Inspect my trees for disease |
| | <input type="checkbox"/> Have landscape architect phone me for appointment |

Name.....

Address.....

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